



WDAF-TV

# ORDER

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Flight Dates 10/08/12-11/06/12

Contract / Revision 576697 /

Original Date / Revision  
09/20/12 09/20/12

Advertiser Montee/D/Mo/Lt. Governor

Agency Ruth Burke & Associates

Buying Contact Dawn Thibodeau

4050 Pennsylvania Ave.  
Suite 103  
Kansas City, MO 64111

Product  
Missouri Lieutenant Governor

Agency Com 15%

Billing Contact

4050 Pennsylvania Ave.  
Suite 103  
Kansas City, MO 64111

Sales Office L-KC

Sales Region LOC

Agency Ref

Order Sep 00:30:00

Estimate # Montee for Missouri 2012

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLC POL

Product Codes PL1Fb

Priority 2

Advertiser Ref

Primary Account Executive  
Local WDAF House

Account Executive	Order%	Start Date	End Date
Local WDAF House	100%		
Sean Kellerman	%		

Order Share 25% Market Value 153800

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	30%	46140
KCWE	%	0
KMBC	30%	46140
KMCI	%	0
KPXE	%	0
KSHB	15%	23070
KSMO	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	35	\$22,185.00	\$26,100.00	155.50
November 2012	17	\$10,497.50	\$12,350.00	75.30
Totals	52	\$32,682.50	\$38,450.00	230.80

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	35	\$22,185.00	\$26,100.00
10/29/12	11/06/12	17	\$10,497.50	\$12,350.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	4	10/08/12	10/10/12	M-F 6-7a M-W 6-7a	CM-All	M-W 6-7a	111----	:30	3	\$600.00	2	3.80 NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	111----					3	\$600.00		3.80		
N 2	4	10/17/12	10/19/12	M-F 6-7a W-F 6-7a	CM-All	W-F 6-7a	--111--	:30	3	\$600.00	2	3.80 NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	--111--					3	\$600.00		3.80		
N 3	4	10/23/12	10/25/12	M-F 6-7a Tue, Thur 6-7a	CM-All	Tue, Thur 6-7a	-1-1---	:30	2	\$600.00	2	3.80 NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-1-1---					2	\$600.00		3.80		



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Order Sep 00:30:00

Advertiser Montee/D/Mo/Lt. Governor Product Missouri Lieutenant Govern Estimate # Montee for Missouri 2012

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	4	10/29/12	11/02/12	M-F 6-7a Mon, Fri 6-7a	CM-All	Mon, Fri 6-7a	1---1--	:30	2	\$600.00	2	3.80	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1---1--					2	\$600.00		3.80			
N 5	4	11/05/12	11/06/12	M-F 6-7a M-Tue 6-7a	CM-All	M-Tue 6-7a	11-----	:30	2	\$600.00	2	3.80	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	11-----					2	\$600.00		3.80			
N 6	4	10/08/12	10/18/12	M-F 7-9a M-Thur 7-9a	CM-All	M-Thur 7-9a	1111---	:30	4	\$525.00	2	4.70	NM	8	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1111---					4	\$525.00		4.70			
		Week: 10/15/12	10/21/12	1111---					4	\$525.00		4.70			
N 7	4	10/23/12	11/02/12	M-F 7-9a Tue-F 7-9a	CM-All	Tue-F 7-9a	-1111--	:30	4	\$525.00	2	4.70	NM	8	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1111--					4	\$525.00		4.70			
		Week: 10/29/12	11/04/12	-1111--					4	\$525.00		4.70			
N 8	4	11/05/12	11/06/12	M-F 7-9a M-Tue 7-9a	CM-All	M-Tue 7-9a	11-----	:30	2	\$525.00	2	4.70	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	11-----					2	\$525.00		4.70			
N 9	4	10/08/12	11/02/12	M-F 5-6p M-F 5-6p	CM-All	M-F 5-6p	MTWTF--	:30	1	\$600.00	2	4.50	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--					1	\$600.00		4.50			
		Week: 10/15/12	10/21/12	MT--TF--					1	\$600.00		4.50			
		Week: 10/22/12	10/28/12	MTWTF--					1	\$600.00		4.50			
		Week: 10/29/12	11/04/12	MTWTF--					1	\$600.00		4.50			
N 10	4	11/05/12	11/05/12	M-F 5-6p Mon 5-6p	CM-All	Mon 5-6p	1-----	:30	1	\$600.00	2	4.50	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$600.00		4.50			
N 11	4	10/08/12	11/02/12	M-F 10-1030p M-F 10-1030p	CM-All	M-F 10-1030p	MTWTF--	:30	3	\$1,200.00	2	4.50	NM	11	\$13,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTW----					3	\$1,200.00		4.50			
		Week: 10/15/12	10/21/12	-TW-F--					3	\$1,200.00		4.50			
		Week: 10/22/12	10/28/12	MT--F--					3	\$1,200.00		4.50			
		Week: 10/29/12	11/04/12	-T--F--					2	\$1,200.00		4.50			
N 12	4	11/04/12	11/04/12	Su 10-1030P Su 10-1030p	CM-All	Su 10-1030p	-----1	:30	1	\$1,200.00	2	4.50	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$1,200.00		4.50			
N 13	4	11/05/12	11/05/12	M-F 10-1030p Mon 10-1030p	CM-All	Mon 10-1030p	1-----	:30	1	\$1,200.00	2	4.50	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$1,200.00		4.50			
N 14	4	10/13/12	11/03/12	Sa 10-1030p Sa 10-1030p	CM-All	Sa 10-1030p	-----1-	:30	1	\$800.00	2	4.90	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1-					1	\$800.00		4.90			



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Order Sep 00:30:00

Advertiser **Montee/D/Mo/Lt. Governor** Product **Missouri Lieutenant Govern** Estimate # **Montee for Missouri 2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 14	4	10/13/12	11/03/12	Sa 10-1030p Sa 10-1030p	CM-All	Sa 10-1030p	-----1-	:30	1	\$800.00	2	4.90	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----1-					1	\$800.00		4.90			
	Week:	10/22/12	10/28/12	-----1-					1	\$800.00		4.90			
	Week:	10/29/12	11/04/12	-----1-					1	\$800.00		4.90			
Totals														52	\$38,450.00